



Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

DATE: 10-24-2012 PAGE: 1 of 4

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No 403151	Contract Dt 10-22-2012	Revision Dt 10-23-2012	Rev# 4	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA
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Agency Est#			CMS # 246925	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-23-2012	End Date 10-29-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 246925	
Line	Start Date	End Date	Time Period	Description	RC	Duration	M T W T F S S	SPW	Price	Tot Spots	Total \$
1	10-23-2012	10-26-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30	2 2 2 2	8	1,000	8	8,000.00
2	10-29-2012	10-29-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	9	30	2	2	1,000	2	2,000.00
3	10-23-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	3 3 3 3	12	1,500	12	18,000.00
4	10-29-2012	10-29-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	3	3	1,500	3	4,500.00
5	10-23-2012	10-26-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	2 2 2 2	8	2,000	8	16,000.00
6	10-29-2012	10-29-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	2	2	2,000	2	4,000.00
7	10-23-2012	10-26-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKDAY (6912)	8	30	1 1 1 1	4	1,100	4	4,400.00
8	10-29-2012	10-29-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKDAY (6912)	8	30	1	1	1,100	1	1,100.00
9	10-23-2012	10-26-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	8	30	1 1 1 1	4	1,100	4	4,400.00
10	10-29-2012	10-29-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	9	30	1	1	1,100	1	1,100.00
11	10-23-2012	10-26-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	30	1 1 1 1	4	1,400	4	5,600.00
12	10-29-2012	10-29-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	30	1	1	1,400	1	1,400.00
13	10-23-2012	10-26-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30	1 1 1 1	4	1,600	4	6,400.00
14	10-29-2012	10-29-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30	1	1	1,600	1	1,600.00
15	10-23-2012	10-26-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30	1 1 1 1	4	800	4	3,200.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M>New Makegood Activity, CM=Combined Makegood



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Agency Est#			CMS # 246925	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-23-2012	End Date 10-29-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 246925							
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	10-29-2012	10-29-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30	1							1	800	1	800.00
17	10-23-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30		1	1	1	1	1		4	3,000	4	12,000.00
18	10-29-2012	10-29-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	1							1	3,000	1	3,000.00
19	10-27-2012	10-28-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	30					1	1		2	800	2	1,600.00
20	10-23-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		1	1	1	1	1		4	2,200	4	8,800.00
21	10-29-2012	10-29-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30	1							1	2,200	1	2,200.00
22	10-23-2012	10-26-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30		1	1	1	1	1		4	3,000	4	12,000.00
23	10-29-2012	10-29-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30	1							1	3,000	1	3,000.00
24	10-23-2012	10-26-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30		1	1	1	1	1		4	3,000	4	12,000.00
25	10-29-2012	10-29-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30	1							1	3,000	1	3,000.00
26	10-29-2012	10-29-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	9	30	1							1	10,000	1	10,000.00
27	10-24-2012	10-24-2012	09:00PM - 10:00PM	PRIME WE9 (7020)	8	30			1					1	12,000	1	12,000.00
28	10-24-2012	10-24-2012	10:00PM - 11:00PM	PRIME WE10 (7021)	8	30			1					1	10,000	1	10,000.00
29	10-25-2012	10-25-2012	09:00PM - 10:00PM	PRIME TH9 (7039)	9	30				1				1	10,000	1	10,000.00
30	10-28-2012	10-28-2012	09:00PM - 10:00PM	PRIME SU9 (7050)	9	30					1	1		1	5,000	1	5,000.00

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PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403151	10-22-2012	10-23-2012	4	CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M T W T F S S	SPW	Price	Tot Spots	Total \$	
31	10-23-2012	10-28-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1 1 1 1 1 1 1	6	3,200	6	19,200.00	
32	10-29-2012	10-29-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1	1	3,200	1	3,200.00	
33	10-28-2012	10-28-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	8	30		1	900	1	900.00	
34	10-28-2012	10-28-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	9	30		1	550	1	550.00	
R	35	10-27-2012	10-27-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SA (7098)	9	30		1	800	1	800.00
36	10-27-2012	10-27-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	9	30		1	600	1	600.00	
37	10-23-2012	10-23-2012	08:00PM - 09:00PM	PRIME TU8 (7014)	9	30	1	1	6,000	1	6,000.00	
38	10-23-2012	10-26-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30	1 1 1 1	4	700	4	2,800.00	
39	10-23-2012	10-25-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)	9	30	1 1 1	3	250	3	750.00	
40	10-28-2012	10-28-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM SUN (8161)	9	30		1	250	1	250.00	
41	10-25-2012	10-25-2012	08:00PM - 09:00PM	PRIME TH8 (7038)	9	30	1	1	5,000	1	5,000.00	
42	10-25-2012	10-25-2012	10:00PM - 11:00PM	PRIME TH10 (7040)	9	30	1	1	6,000	1	6,000.00	
43	10-26-2012	10-26-2012	09:00PM - 10:00PM	PRIME FR9 (7043)	9	30	1	1	3,500	1	3,500.00	
44	10-26-2012	10-26-2012	10:00PM - 11:00PM	PRIME FR10 (7044)	9	30	1	1	3,000	1	3,000.00	
45	10-28-2012	10-28-2012	07:00PM - 08:00PM	PRIME SU7 (7048)	9	30		1	3,000	1	3,000.00	

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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand				Product Code				Station/Market											
Agency Est#				CMS #	Sales Office	Account Executive	Start Date	End Date	Billing				Package	Contract Title										
Line	Start Date	End Date	Time Period				Description		RC	Duration	M	T	W	F	S	SPW	Price	Tot Spots	Total \$					
46	10-28-2012	10-28-2012	08:00PM - 09:00PM				PRIME SU8 (7049)		9	30					1	1	6,000	1	6,000.00					
47	10-24-2012	10-26-2012	04:00PM - 05:00PM				EARLY NEWS 4P MO-FR (7239)		9	30		1	1	1		3	800	3	2,400.00					
48	10-24-2012	10-26-2012	05:00PM - 06:00PM				EARLY NEWS 5P MO-FR (6988)		9	30		1	1	1		3	2,200	3	6,600.00					
49	10-25-2012	10-26-2012	09:00AM - 10:00AM				DAYTIME 9-10A WEEKDAY (6912)		8	30		1	1			2	1,100	2	2,200.00					
50	10-28-2012	10-28-2012	07:00AM - 08:00AM				WEEKEND NWS 7-8A SU (7056)		8	30					1	1	600	1	600.00					
51	10-29-2012	10-29-2012	10:00PM - 11:00PM				PRIME MO10 (7010)		9	30	1					1	6,000	1	6,000.00					
52	10-28-2012	10-28-2012	10:00PM - 11:00PM				PRIME SU10 (7051)		9	30				1		1	3,500	1	3,500.00					
53	10-26-2012	10-26-2012	10:00PM - 11:00PM				PRIME FR10 (7044)		9	30			1			1	3,000	1	3,000.00					
54	10-25-2012	10-25-2012	05:00AM - 06:00AM				MORNING NEWS 5A MO-FR (6948)		8	30		1				1	1,000	1	1,000.00					
A	55	10-28-2012	10-28-2012	08:00AM - 09:00AM				WEEKEND NWS GMA SU (7099)		9	30				1	1	700	1	700.00					
												Contracted Gross Total:				127	274,650.00							
												Actual Gross Total:				127	274,650.00							
												Agency Commission:					41,197.50							
												Net Total:					233,452.50							
Month/YR			Preempted			Made Good		Contract Total		Adjustments				Actual Total										
Oct 12			0.00			0.00		227,750.00		0.00				227,750.00										
Nov 12			0.00			0.00		46,900.00		0.00				46,900.00										
TOTAL			0.00			0.00		274,650.00		0.00				274,650.00										

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